

4022000225350

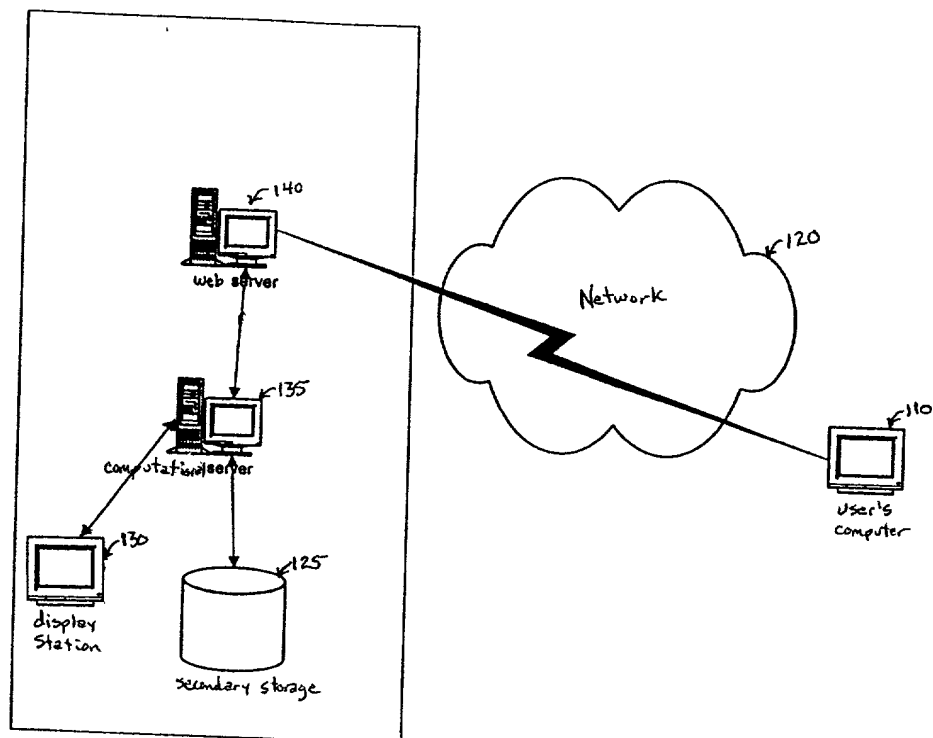


Fig. 1

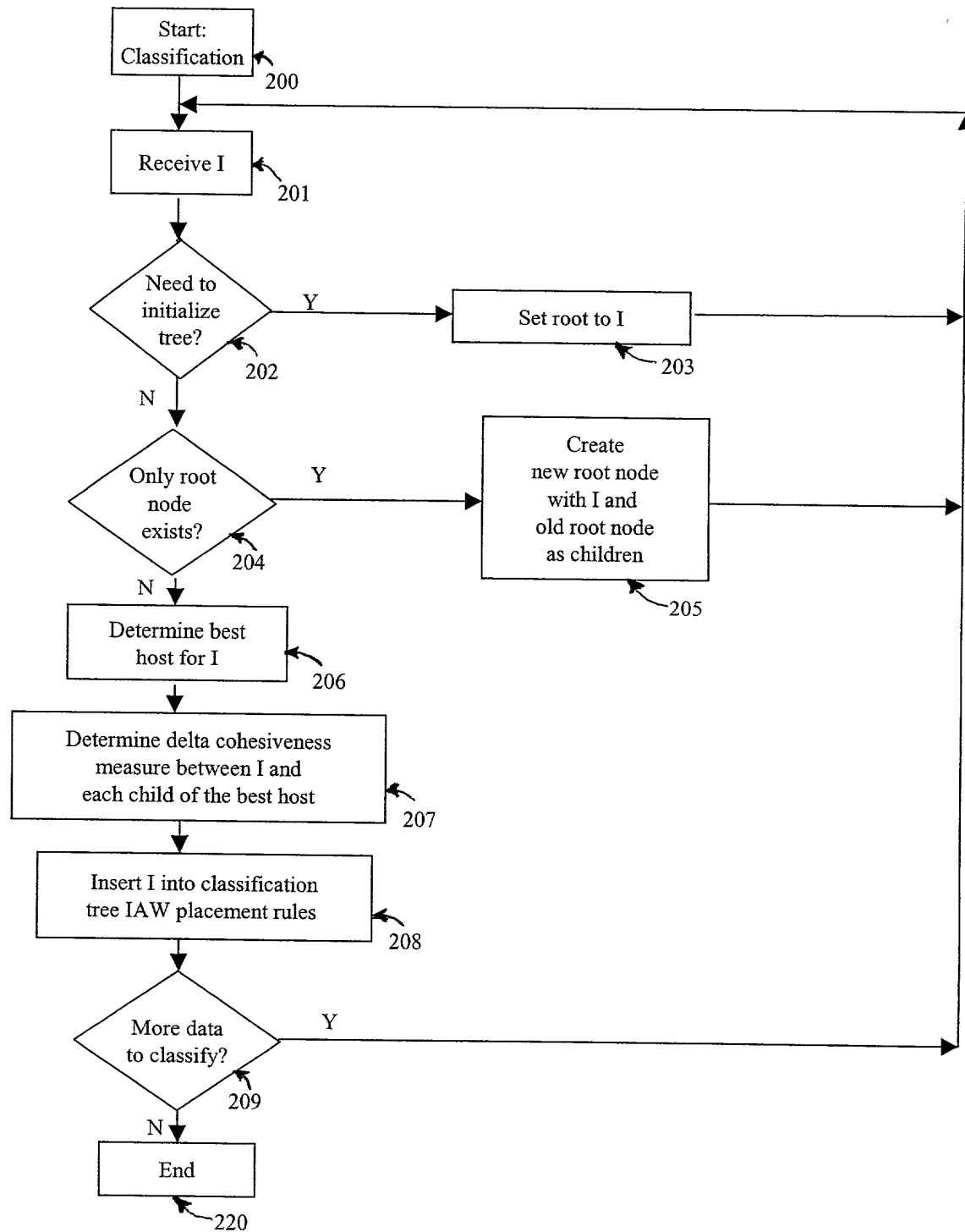


Fig. 2

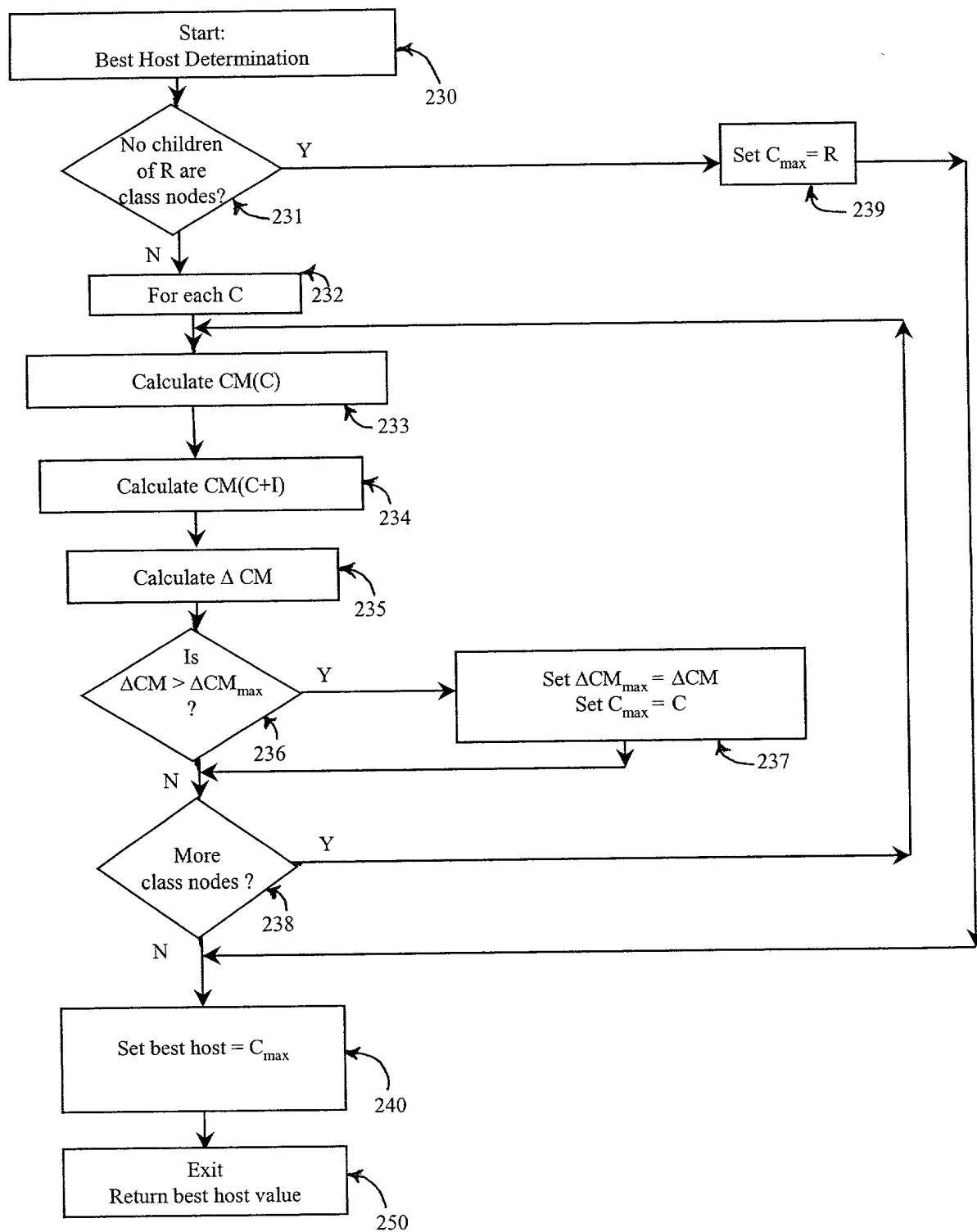


Fig. 3

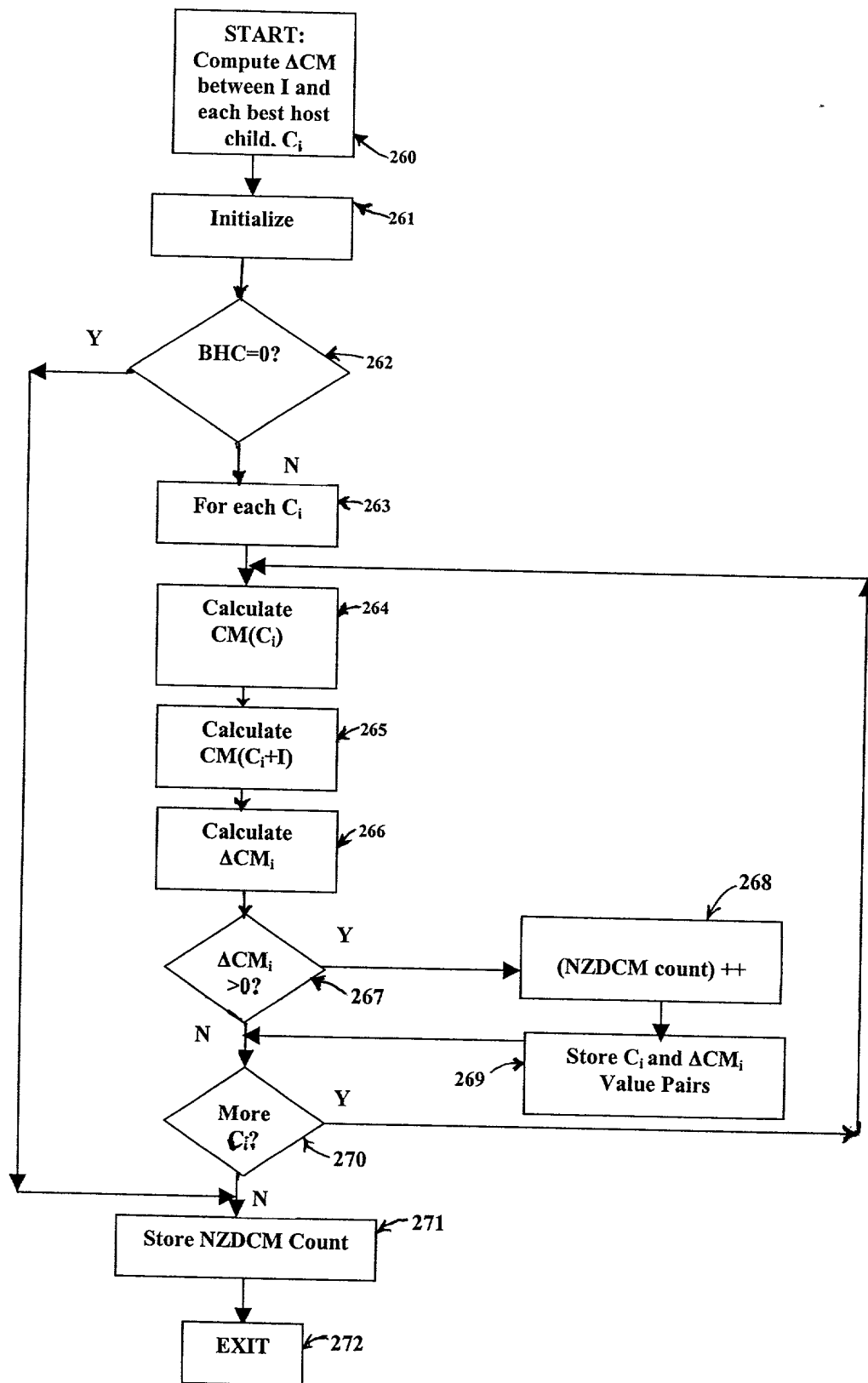


Fig. 4

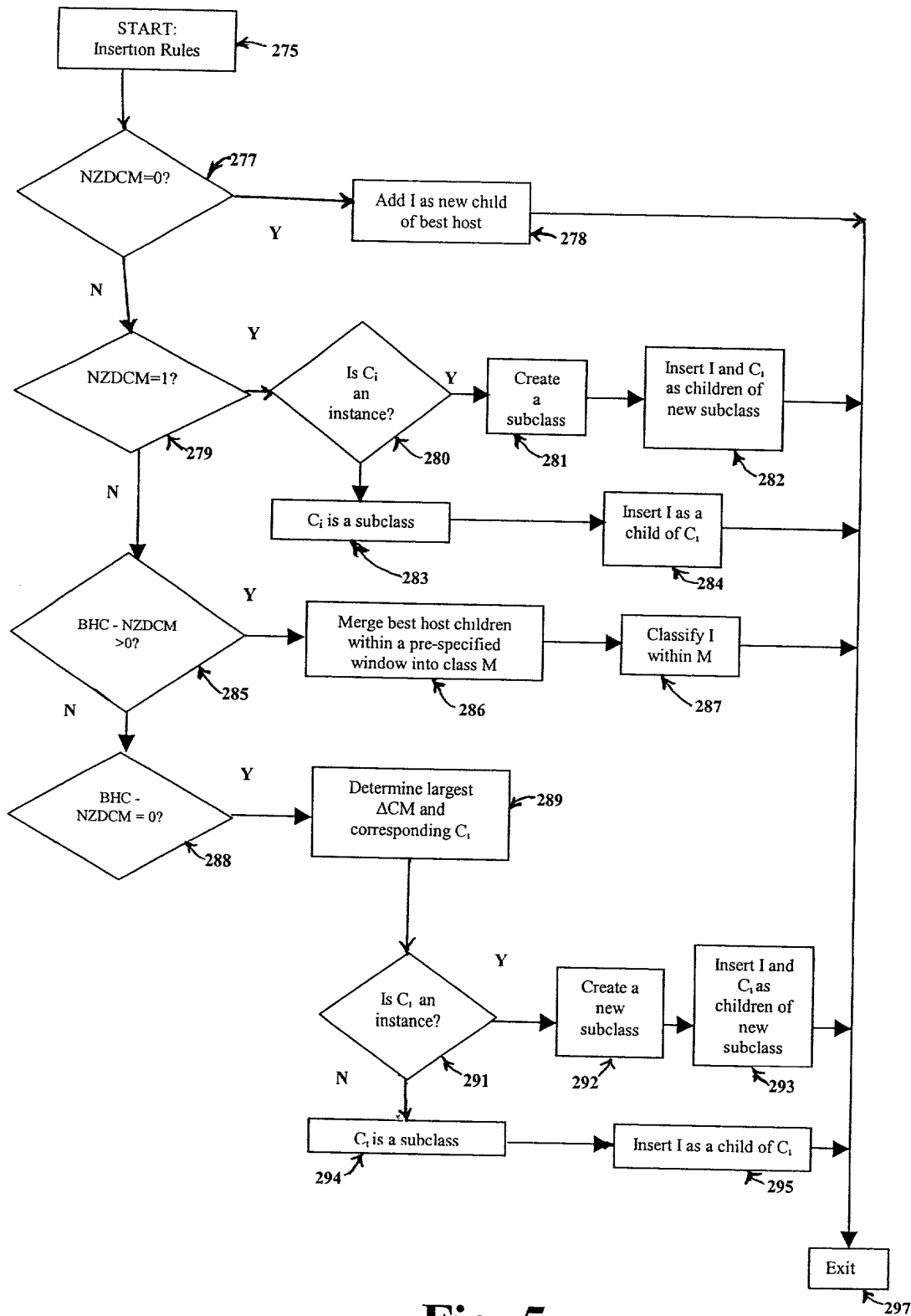


Fig. 5

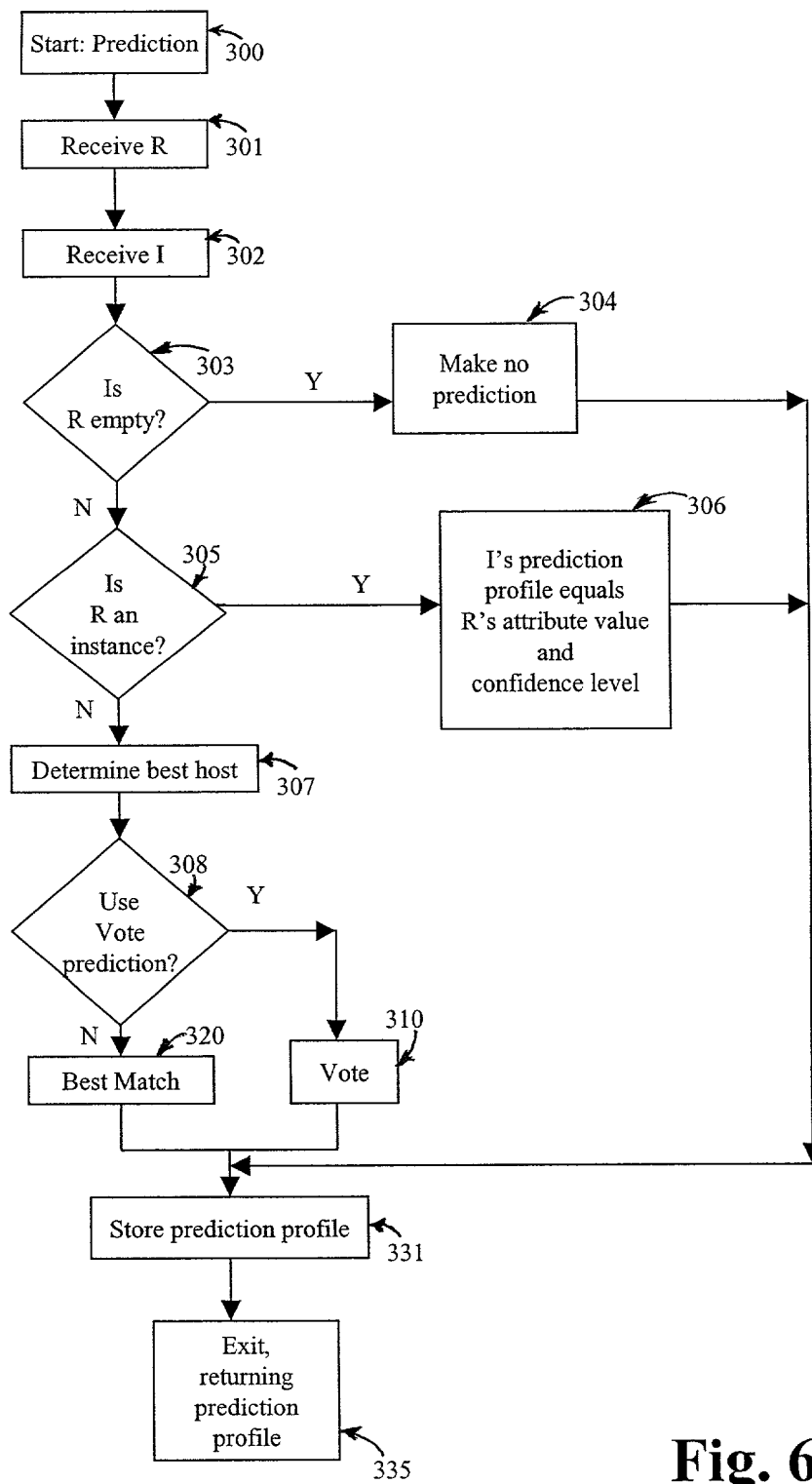


Fig. 6

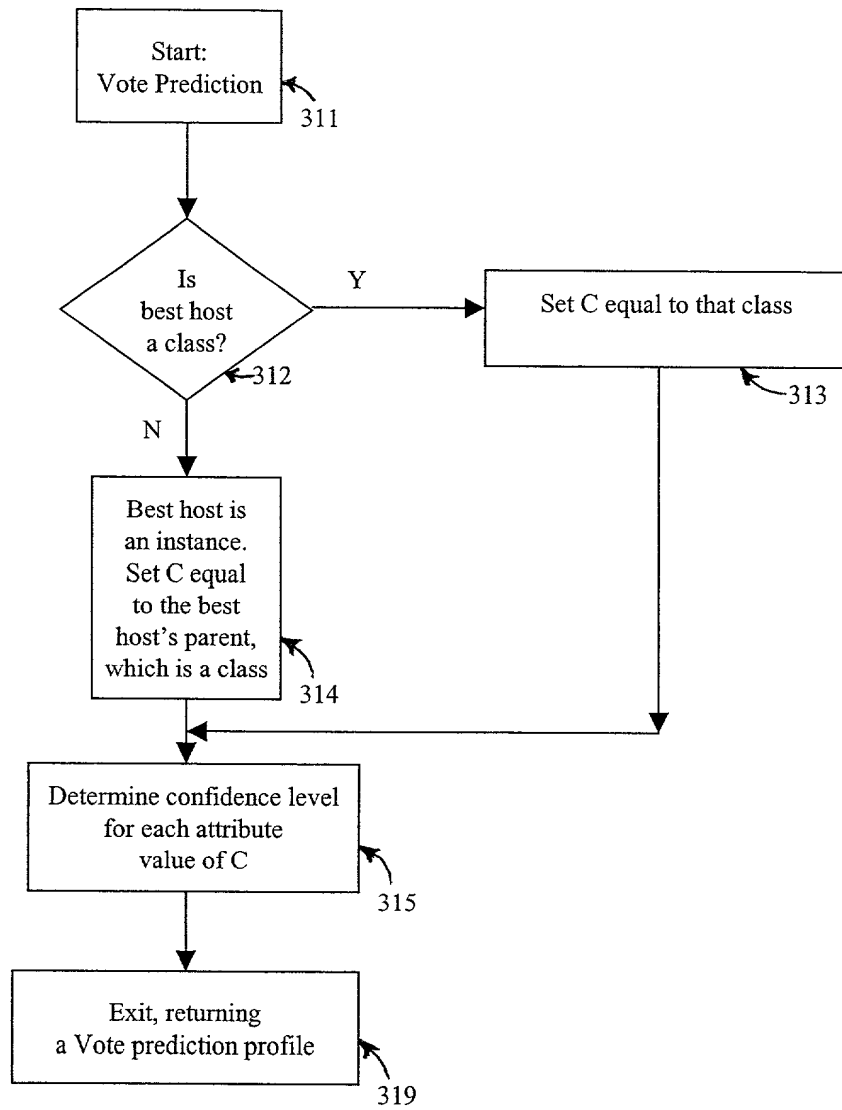


Fig. 7

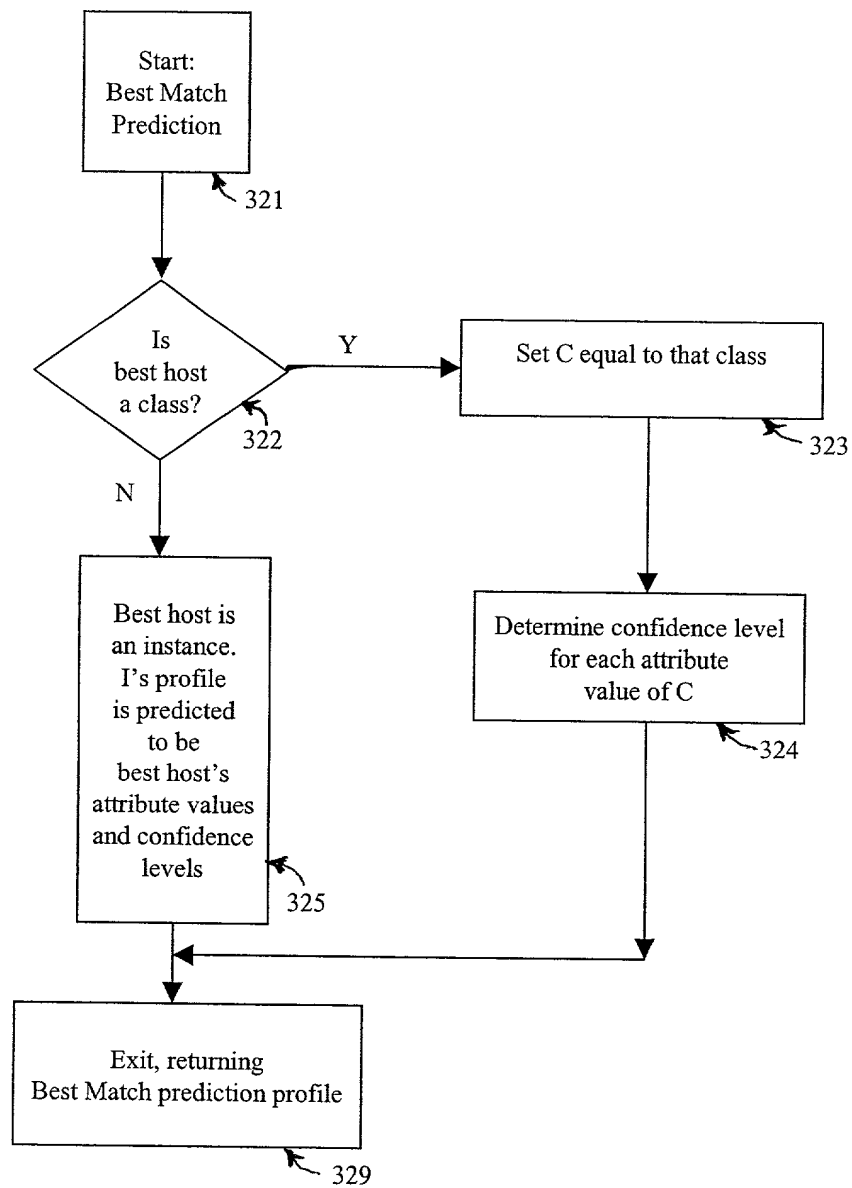


Fig. 8

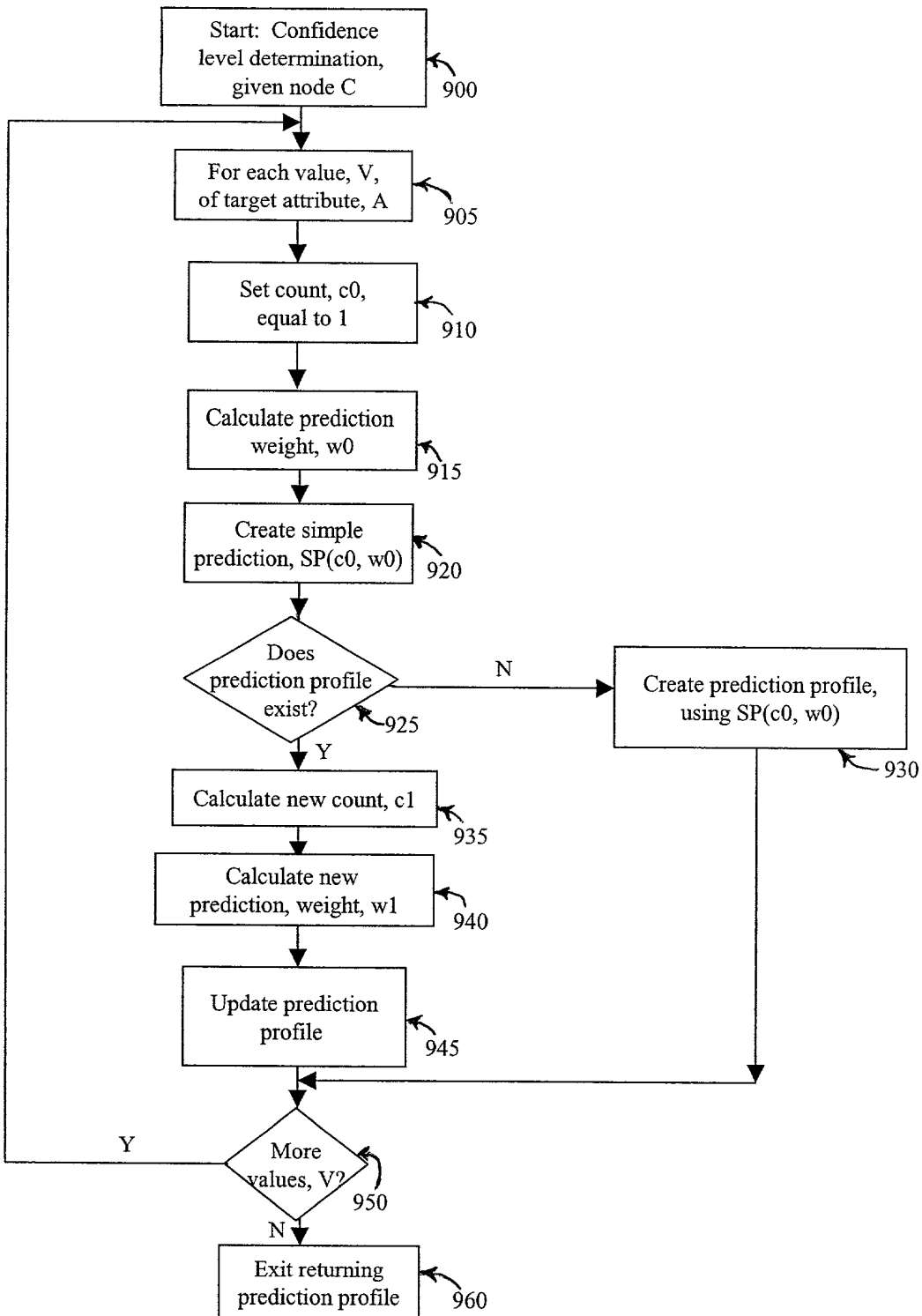


Fig. 9

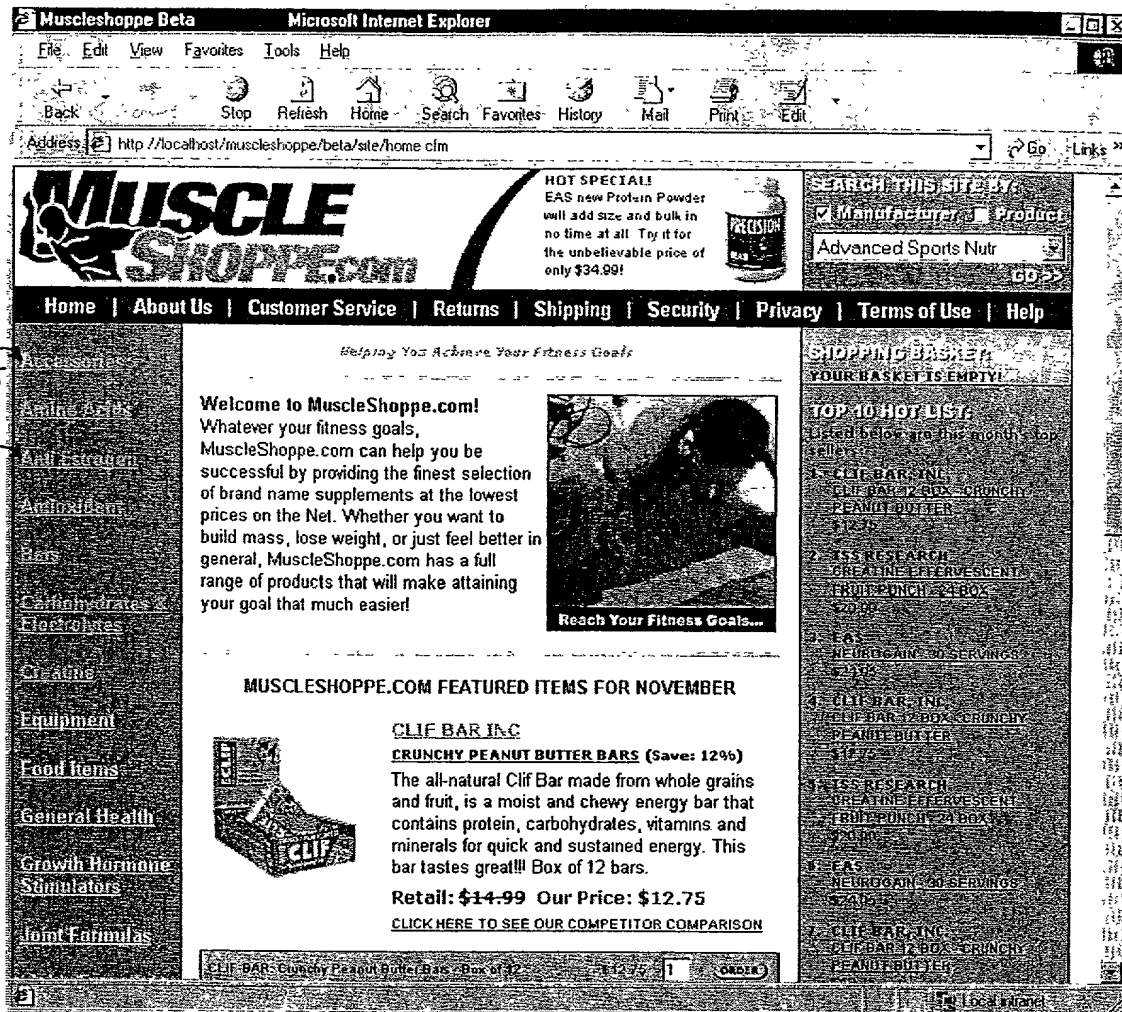


Fig. 10

Applet Viewer

Applet

Data set:

Incremental Clustering Classifier Demonstration

What if? [Tree]

Describe something new

class	<input type="text"/>
referer type	<input type="text"/>
page 1	<input type="text"/>
page 2	<input type="text"/>
page 3	<input type="text"/>
is registered	<input type="text"/>
registered this visit	<input type="text"/>
est duration	<input type="text"/>
month	<input type="text"/>
have coupon	<input type="text"/>
num recent visits	<input type="text"/>
max purchase	<input type="text"/>

Predict for something new: class

Applet started.

Fig. 11

09855220.090701

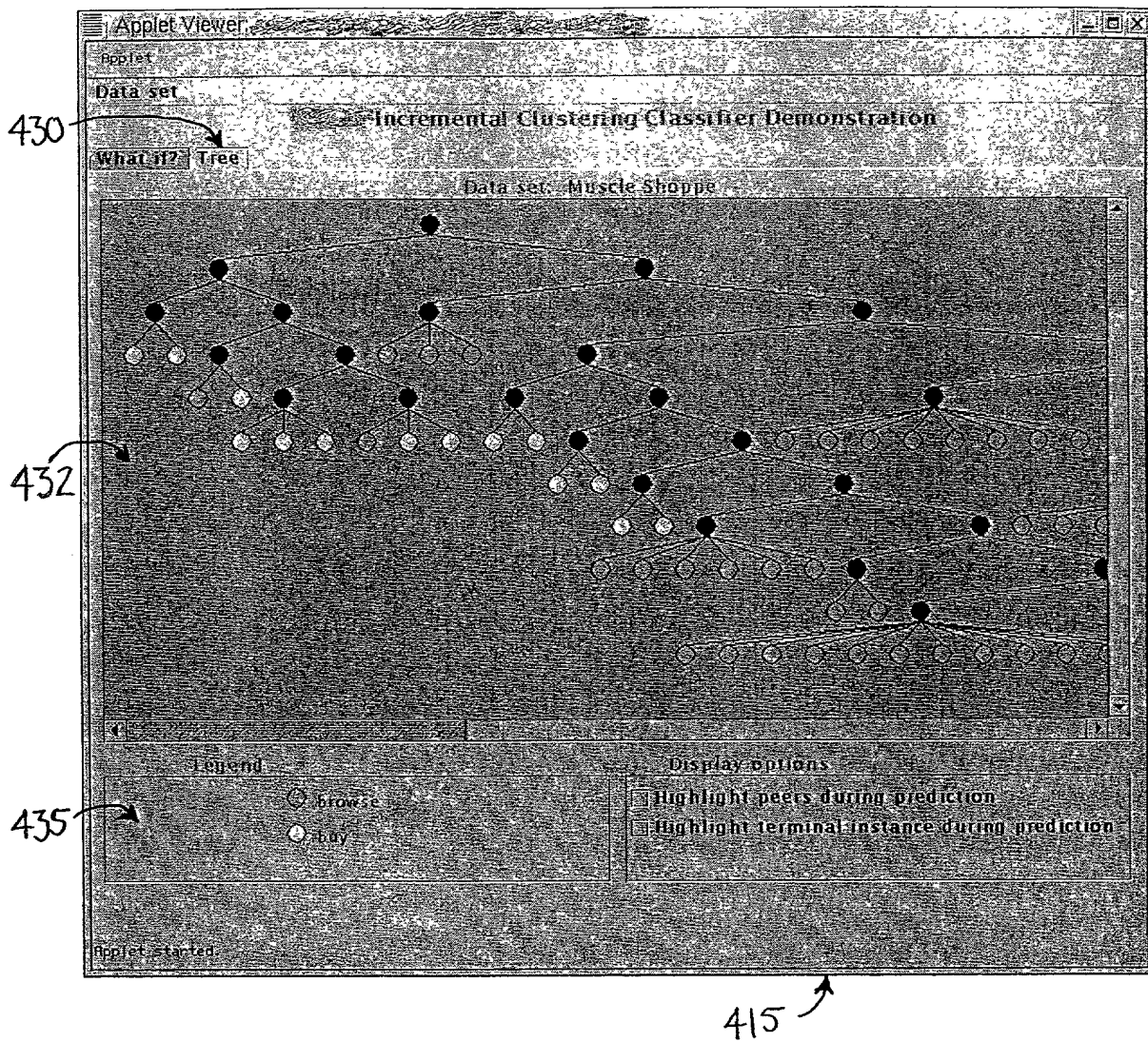


Fig. 12

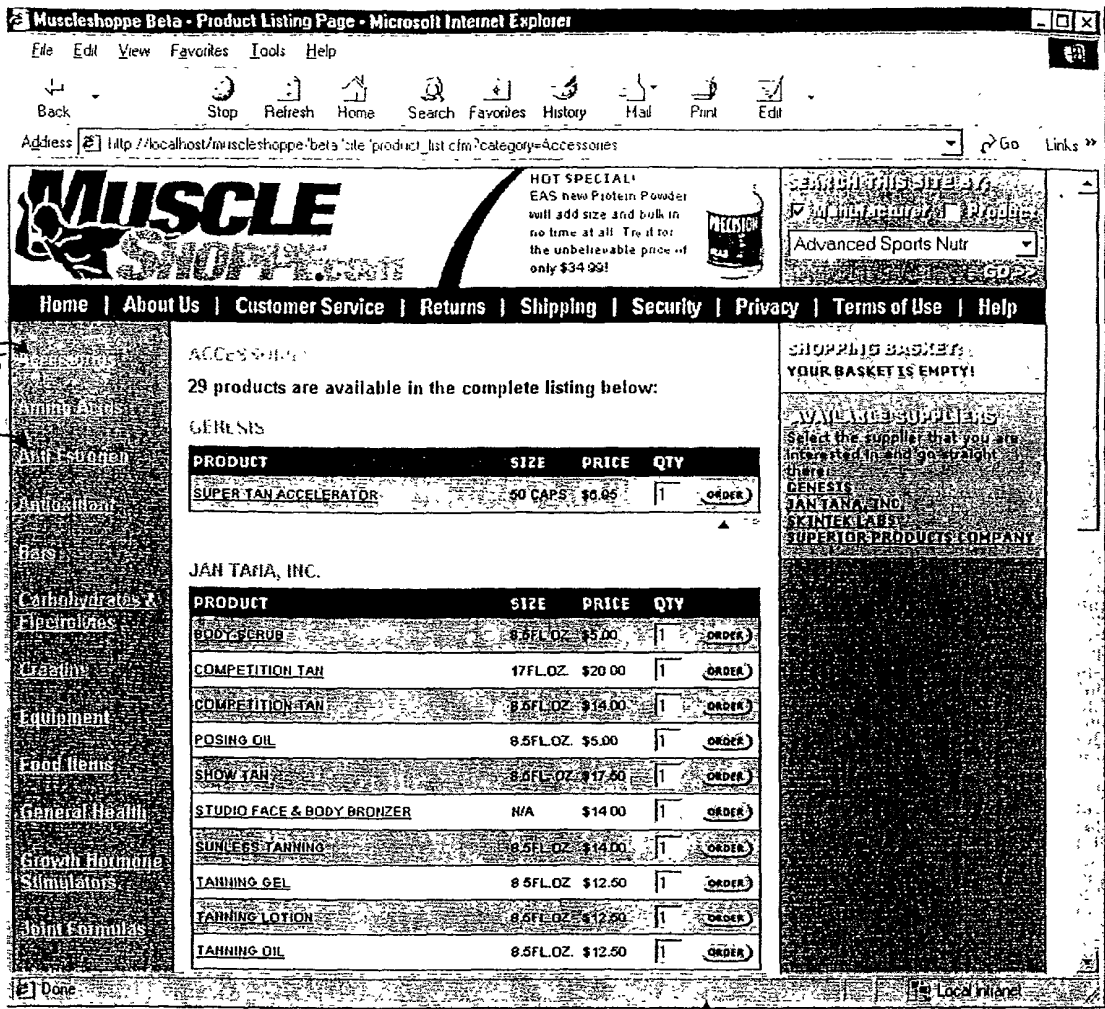


Fig. 13

Applet Viewer

Applet

Data set

Incremental Clustering Classifier Demonstration

What if? Tree

Describe something new

class	
referer_type	?
page_1	product
page_2	product
page_3	?
is_registered	yes
registered_this_visit	no
est_duration	brief
month	dec
have_coupon	no
num_recent_visits	some
max_purchase	low

Predict for something new: class

browse	MEDIUM (49.0%)
buy	MEDIUM (48.0%)

Applet started.

Fig. 14

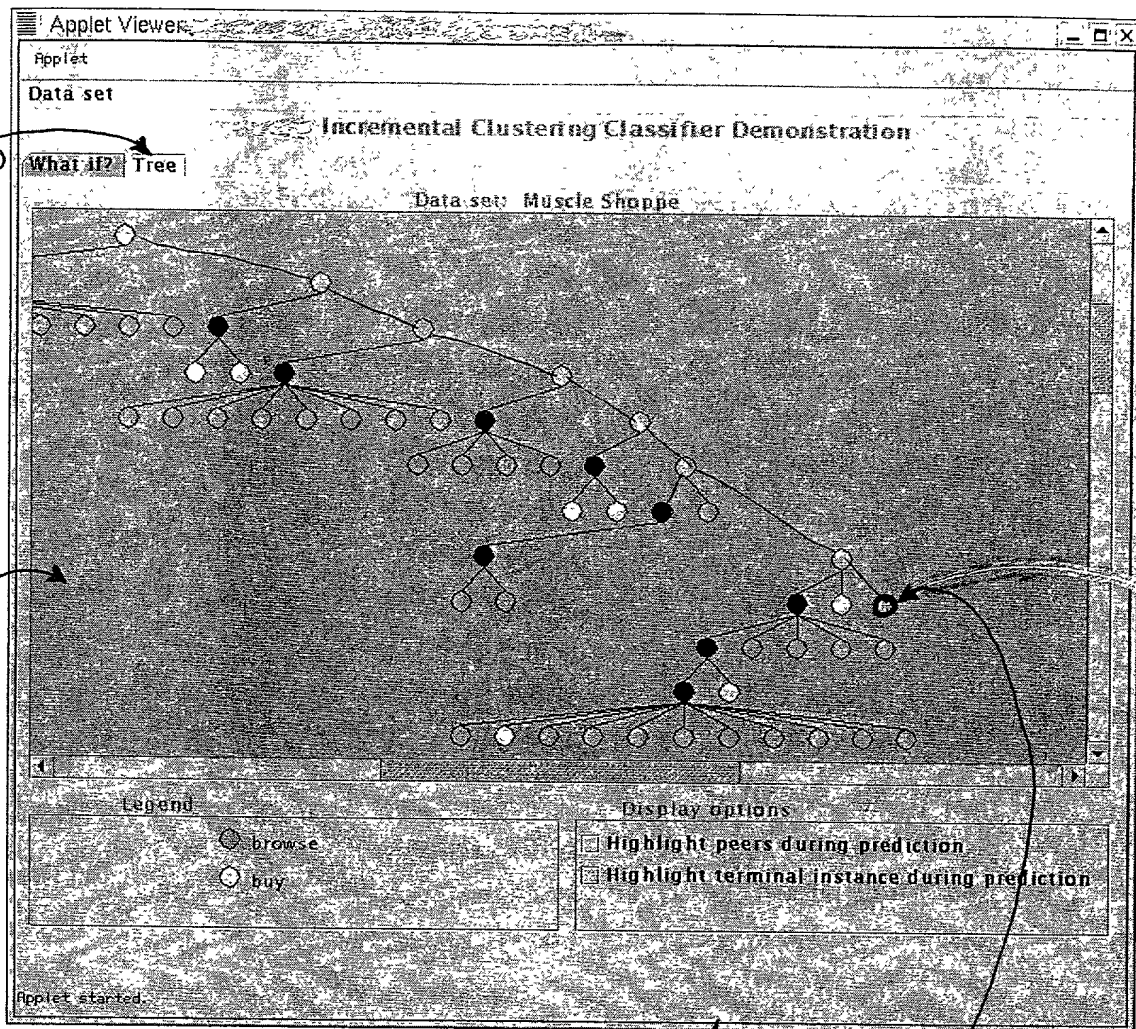


Fig. 15

Applet Viewer

Applet

Data set

Incremental Clustering Classifier Demonstration

What-if? **Tree**

Describe something new

class	
referer_type	?
page.1	product
page.2	product
page.3	?
is_registered	yes
registered_this_visit	no
est_duration	brief
month	dec
have_coupon	yes
num_recent_visits	some
max_purchase	low

Predict for something new

class	
buy	MEDIUM (49.0%)
browse	MEDIUM (47.0%)

Applet started

Fig. 16

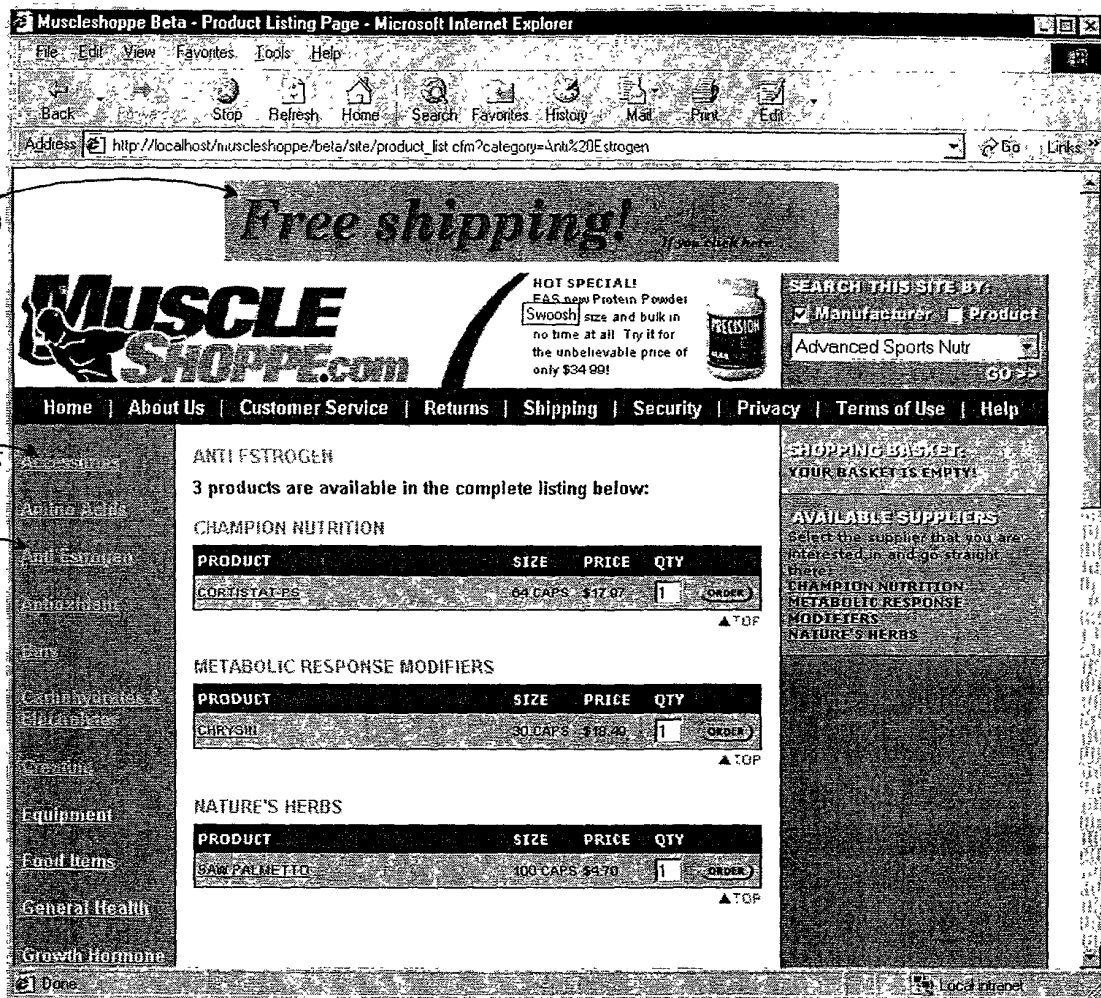


Fig. 17

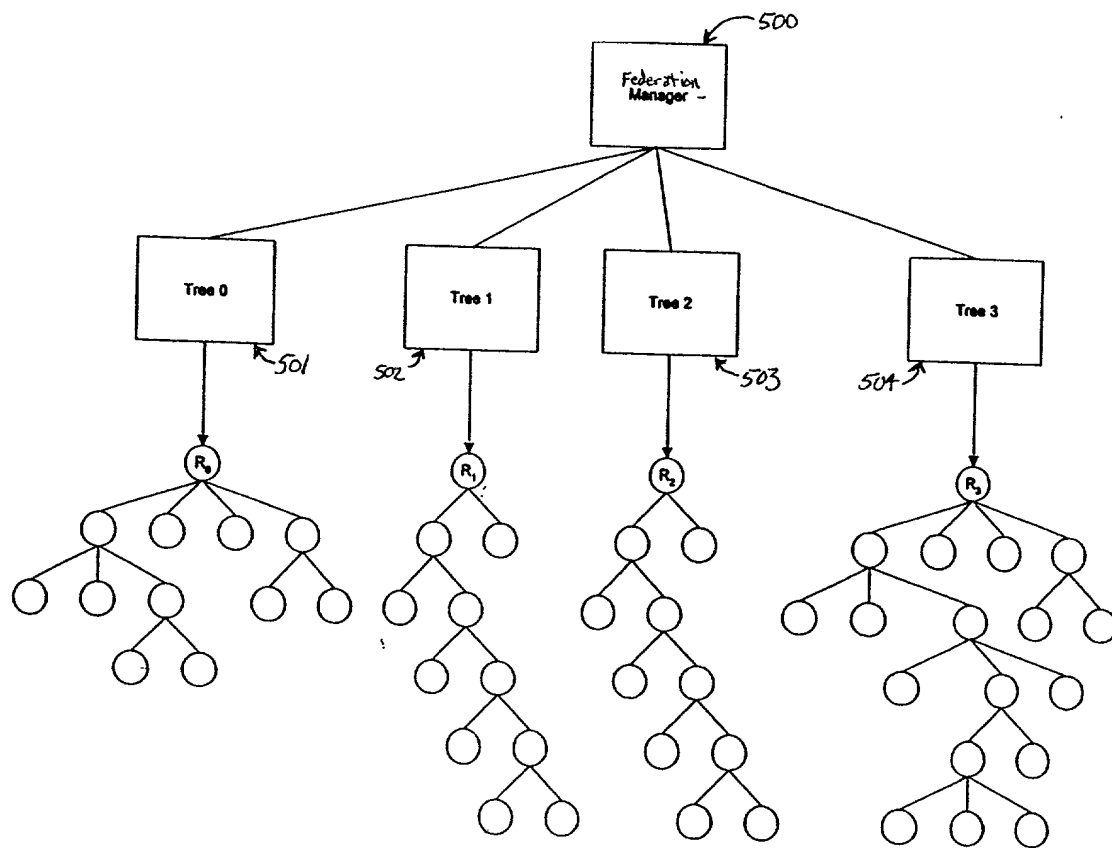


Fig. 18